

ELECTRONIC MEDIA MANAGEMENT AND OPERATIONS**COURSE DESCRIPTION**

This course is offered in the Journalism and Broadcasting sub-cluster to students who have completed Electronic Media Concepts and Electronic Media Production or obtained the instructor's approval. This course focuses on simulated real-life electronic broadcasting media production and management activities and productions. Projects center on in-house production of newscasts, special events, and original programming. The student will gain valuable insight into both audio and video sides of the electronic media industry. Course content is composed of scripting, broadcasting, reporting, directing, editing, budgeting, and producing, as well as, cameras, lights, sound, and set design. This course will explore the latest digital technology and applications, research and future trends in the electronic media industry. Upon completion of this course students will be prepared to pursue post secondary education or enter the electronic media industry in an entry level position. The educational laboratories will assimilate broadcast facilities in the electronic media industry.

Prerequisite: Media Concepts
Electronic Media Productions

Recommended Credits: 2-3

Grade Levels: 11th-12th

Note: Standards 1-9 apply for 2 credits. Standard 10 applies for an additional credit. All work-based learning guidelines must be followed to receive the third credit.

<p>ELECTRONIC MEDIA MANAGEMENT AND OPERATIONS STANDARDS</p>
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- 1.0 Students will demonstrate the ability to communicate effectively through oral, written, and visual expression.
- 2.0 Students will examine how media entities are funded.
- 3.0 Students will interpret and evaluate various media presentations within their context.
- 4.0 Students will demonstrate the ability to conceptualize, develop, and express an idea.
- 5.0 Students will analyze environmental conditions and select appropriate equipment for the application.
- 6.0 Students will demonstrate leadership, citizenship, teamwork, and employability skills required for success in the school, community, and workplace.
- 7.0 Students will practice all aspects of safety procedures related to the electronic media industry.
- 8.0 Students will function successfully within an environment structured after current media industries.
- 9.0 Students will demonstrate ethics in the industry.
- 10.0 Students will analyze how electronic media are applied through a specific work-based learning experience.

ELECTRONIC MEDIA MANAGEMENT AND OPERATIONS

STANDARD 1.0

Students will demonstrate the ability to communicate effectively through oral, written, and visual expression.

LEARNING EXPECTATIONS:

The student will:

- 1.1 Serve as responsible personnel in various operations, duties, and management.
- 1.2 Develop programming for on-air operations.
- 1.3 Produce a project for on-air programming.
- 1.4 Perform scripted instructions for on-air programming.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 1.1.A Performs the responsibilities for meeting FCC (Federal Communication Committee) regulations.
- 1.1.B Demonstrates abilities to function as department heads within the daily operations of the station.
- 1.2.A Researches materials used in developing on-air programming.
- 1.2.B Scripts materials for a timed production.
- 1.2.C Produces on-air programming.
- 1.2.D Evaluates music for conformance to the program format.
- 1.3.A Analyzes production and show-prep for on-air production.
- 1.3.B Produces a block program for on-air use.
- 1.4 Follows script for given talent criteria.

SAMPLE PERFORMANCE TASKS

- Perform a daily analysis of the FCC files in keeping with FCC policy and regulations.
- Schedule and retrieve daily logs for the day to day operation of the station.
- Supervise and evaluate production activities for on-air broadcast.
- Monitors on-air operations and station format.
- Analyze air checks to adhere to formatics and operations.
- Develop an outline for completing a production.
- Determine the necessary resources for developing a timed program.
- Submit recorded air check or project for project evaluation.
- Evaluate the show prep and make changes for improvement.
- Develop a plan for block program.
- Develop, write, and perform script materials for on-air programming.

INTEGRATION LINKAGES

English, Speech, Communication, Drama, Research, Math, Social Studies, Photography, Electronics, Teamwork, Work Ethics, Critical Thinking Skills, Computer Skills, NTSC (National Television Standards Committee), ATVC (Advanced Television Committee), OSHA (Occupational Safety and Health Administration), SkillsUSA-VICA, *Professional Development Program* – SkillsUSA-VICA, SCANS (Secretary's Commission on Necessary Skills)

ELECTRONIC MEDIA MANAGEMENT AND OPERATIONS

Standard 2.0

Students will examine how media entities are funded.

LEARNING EXPECTATIONS:

The student will:

- 2.1 Distinguish between commercial and non-commercial stations.
- 2.2 Develop a plan using FCC guidelines for underwriting or sales for commercial or non-commercial stations.
- 2.3 Prepare a budget for marketing of a commercial or non-commercial station.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET:

The student:

- 2.1 Examines FCC rules and regulations concerning commercial and no non-commercial stations.
- 2.2.A Examines FCC rules and regulations for developing underwriting and commercial spots.
- 2.2.B Creates marketing plans for developing underwriting or commercial spots.
- 2.2.C Develops underwriting and/or commercial spots for on-air programming.
- 2.3.A Exhibits knowledge of the market share concept.
- 2.3.B Demonstrates the relationship between ratings and advertising costs.
- 2.3.C Researches and develops a planned budget for the production of a marketing campaign for an on going program.

SAMPLE PERFORMANCE TASK

- Work with the marketing program to develop a sales plan for on going programming.
- Present plans for a budget for a commercial and a non-commercial station.
- Explore fees for music rights to be secured for use in a commercial.
- Research current advertising costs and underwriting based on market share concept.
- Graph the correlation between ratings and advertising cost.
- Create underwriting or commercial spots for on-air programming.

INTEGRATION LINKAGES

English, Speech, Communication, Drama, Research, Math for Technology, Social Studies, Photography, Electronics, Teamwork, Work Ethics, Critical Thinking Skills, Computer Skills, NTSC (National Television Standards Committee), ATVC (Advanced Television Committee), OSHA (Occupational Safety and Health Administration), SkillsUSA-VICA, *Professional Development Program* – SkillsUSA-VICA, SCANS (Secretary's Commission on Necessary Skills)

ELECTRONIC MEDIA MANAGEMENT AND OPERATIONS

Standard 3.0

Students will interpret and evaluate various media presentations within their context.

LEARNING EXPECTATIONS:

The student will:

- 3.1 Analyze standards for creating media presentations and programs.
- 3.2 Develop and evaluate various aspects of media presentations.
- 3.3 Characterize various show formats for a proposed program.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 3.1.A Examines broadcast standards for creating multi-media programming.
- 3.1.B Assesses file management for organizing media presentations and programs.
- 3.2.A Organizes a media presentation or a program for on-air or presentation purposes.
- 3.2.B Creates original programming using electronic media concepts, which require multi-media applications.
- 3.2.C Organizes media materials into final products in post-production environment.
- 3.3.A Differentiates between show program formats and production.
- 3.3.B Creates the program format to reach a target audience.

SAMPLE PERFORMANCE TASK

- Debate and categorize broadcast standards.
- Develop a storyboard for a media presentation or program.
- Practice the art of visual story telling.
- Develop graphics to be used in a live production or post-production.
- Operate non-linear editing equipment.
- Research the characteristics of target audiences.

INTEGRATION LINKAGES

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ELECTRONIC MEDIA MANAGEMENT AND OPERATIONS

STANDARD 4.0

Students will demonstrate the ability to conceptualize, develop, and express an idea.

LEARNING EXPECTATIONS:

The student will:

- 4.1 Conceptualize and plan studio or remote production.
- 4.2 Develop an outline for a pre-production meeting.
- 4.3 Create a studio or remote production.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 4.1. Follows procedures for creating and planning a studio or remote production.
- 4.2. Organizes the necessary workforce for creating the program.
- 4.3.A Implements developed plan of production activities.
- 4.3.B Creates program using broadcast standards.
- 4.3.C Performs duties necessary for creating original program.
- 4.3.D Designs appropriate set for studio or remote production.

SAMPLE PERFORMANCE TASK

- Brainstorm, conceptualize, and storyboard program ideas.
- Diagram a pre-production meeting and all aspects of a studio or remote production.
- Perform all aspects of planned production.
- Operate equipment necessary for the production of an original program.
- Perform duties of talent as assigned by producer.
- Create set environment for program format.
- Produce package or program segment for programming.

INTEGRATION LINKAGES

English, Speech, Communication, Drama, Research, Math, Social Studies, Photography, Electronics, Teamwork, Work Ethics, Critical Thinking Skills, Computer Skills, NTSC (National Television Standards Committee), ATVC (Advanced Television Committee), OSHA (Occupational Safety and Health Administration), SkillsUSA-VICA, *Professional Development Program* – SkillsUSA-VICA, SCANS (Secretary's Commission on Necessary Skills)

ELECTRONIC MEDIA MANAGEMENT AND OPERATIONS

Standard 5.0

Students will analyze environmental conditions and select appropriate equipment for the application.

LEARNING EXPECTATIONS:

The student will:

- 5.1 Research a remote site for production.
- 5.2 Determine necessary equipment for a studio or remote production.
- 5.3 Determine the necessary staffing for a studio or remote production.
- 5.4 Calculate necessary power usage and determine method of supply.
- 5.5 Design and present a signal flow chart.
- 5.6 Analyze final product for quality control.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 5.1 Determines contact person and arrange site visit.
- 5.2 Completes production chart.
- 5.3 Assigns operators, technicians, and talent.
- 5.4 Communicates with the chief engineer to arrange for the method of power supply.
- 5.5 Organizes and arranges method of transmission of video and/or audio signal.
- 5.6 Evaluates the final tape for quality assurance and improvements.

SAMPLE PERFORMANCE TASK

- Complete the production checklist.
- Organize and schedule production time with client, technicians, and talent.
- Communicate with the client on specifics of the production.
- Develop a production chart for specific remote.
- Determine wattage necessary for conducting the remote.
- Supervise the production of remote or studio production.
- Determine method for sending transmission to studio from remote site.

INTEGRATION LINKAGES

English, Speech, Communication, Drama, Research, Math, Social Studies, Photography, Electronics, Teamwork, Work Ethics, Critical Thinking Skills, Computer Skills, NTSC (National Television Standards Committee), ATVC (Advanced Television Committee), OSHA (Occupational Safety and

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Health Administration), SkillsUSA-VICA, *Professional Development Program* – SkillsUSA-VICA, SCANS (Secretary's Commission on Necessary Skills)

ELECTRONIC MEDIA MANAGEMENT AND OPERATIONS

Standard 6.0

Students will demonstrate leadership, citizenship, teamwork, and employability skills required for success in the school, community, and workplace.

LEARNING EXPECTATIONS:

The student will:

- 6.1 Demonstrate dignity in work and participates in SkillsUSA-VICA as an integral part of classroom instruction, community involvement, and workplace activities.
- 6.2 Incorporate values and ethics into school, community, and workplace situations.
- 6.3 Analyze appropriate dress for different roles in day to day operations.
- 6.4 Analyze the benefits of teamwork.
- 6.5 Exhibit skills necessary to acquire employment in the electronic media industry.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 6.1.A Uses logic and rationale in troubleshooting for off air or on-air production problems.
- 6.1.B Develops progressive critical thinking skills for off air or on-air production.
- 6.1.C Examines roles of studio talent and crew technicians.
- 6.1.D Demonstrates how pride in work effects the home, school, community, and workplace environments.
- 6.2.A Analyzes current use of time and adjusts as necessary.
- 6.2.B Functions in a diverse environment.
- 6.2.C Evaluates attitudes conducive to successful station operations.
- 6.3 Dresses in appropriate fashion.
- 6.4.A Functions as a productive member of a team.
- 6.4.B Evaluates the production of the team based on individual components and total team performance.
- 6.5.A Completes self-evaluation and compiles a professional resume.
- 6.5.B Creates and submits resume tape, speck tape, or production tape for evaluation.
- 6.6.C Applies for position and participates in interview process.

SAMPLE PERFORMANCE TASK

- Manage an officer or national voting delegate campaign with Tennessee SkillsUSA-VICA.
- Participate in the American Spirit Award competition with Tennessee SkillsUSA-VICA.
- Participate in peer tutoring for production operations.
- Determine dress code for talent, crew technicians, and management personnel.

- Display honesty, integrity, flexibility, adaptability, patience, objectivity, tolerance, perseverance, and initiative.
- Explain the relationship between work ethics and personal job success.
- Participate in job shadowing or internship within the electronic media industry.
- Apply for department positions within station operations.
- Communicate effectively across diverse environments using industry terminology.

INTEGRATION LINKAGES

English, Speech, Communication, Drama, Research, Math, Social Studies, Photography, Electronics, Teamwork, Work Ethics, Critical Thinking Skills, Computer Skills, NTSC (National Television Standards Committee), ATVC (Advanced Television Committee), OSHA (Occupational Safety and Health Administration), SkillsUSA-VICA, *Professional Development Program* – SkillsUSA-VICA, SCANS (Secretary's Commission on Necessary Skills)

ELECTRONIC MEDIA MANAGEMENT AND OPERATIONS

STANDARD 7.0

Students will practice all aspects of safety procedures related to the electronic media industry.

LEARNING EXPECTATIONS:

The student will:

- 7.1 Evaluate FCC (Federal Communication Commission) rules and regulations, Tennessee Board of Education and local board of education policies and regulations.
- 7.2 Maintain a safe working environment.
- 7.3 Analyze health and safety issues related to studio and remote site production.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 7.1.A Demonstrates the ability to follow oral and written directions.
- 7.1.B Demonstrates the ability and desire to interpret and conform to FCC (Federal Communication Commission) state, and local rules, policies, and regulations.
- 7.2.A Develops station policies and procedures for a safe and lawful operation.
- 7.2.B Practices safety rules and regulations for on-air production.
- 7.2.C Demonstrates methods of resolving conflicts.
- 7.2.D Maintains a professional and responsible attitude in day to day operations.
- 7.2.E Demonstrates safe work habits and procedures related to application of audio/video equipment.
- 7.2.F Maintains equipment by following checklist for storage and maintenance of equipment.
- 7.3. Identifies health and safety related situations.

SAMPLE PERFORMANCE TASK

- Develop a safety handbook using rules and regulations of OSHA (Occupational Safety and Health Administration).
- Complete a written test on FCC (Federal Communication Commission), OSHA (Occupational Safety and Health Administration), state and local rules and regulations.
- Evaluate checklist for meeting rules and regulations.
- Adhere to safety procedures for studio and remote operations.
- Plan weekly meeting to resolve conflicts within the learning environment.
- Use parliamentary procedure for implementing the weekly meetings.

INTEGRATION LINKAGES

English, Speech, Communication, Drama, Research, Math, Social Studies, Photography, Electronics, Teamwork, Work Ethics, Critical Thinking Skills, Computer Skills, NTSC (National Television Standards Committee), ATVC (Advanced Television Committee), OSHA (Occupational Safety and Health Administration), SkillsUSA-VICA, *Professional Development Program* – SkillsUSA-VICA, SCANS (Secretary's Commission on Necessary Skills)

ELECTRONIC MEDIA MANAGEMENT AND OPERATIONS

Standard 8.0

Students will function successfully within an environment structured after current media industries.

LEARNING EXPECTATIONS:

The student will:

- 8.1 Analyze the responsibilities of the NTSC (National Television Standards Committee).
- 8.2 Analyze the responsibilities of the ATVC (Advanced Television Committee).
- 8.3 Research global broadcast standards.
- 8.4 Evaluate audio and video formats.
- 8.5 Analyze signal processing and transmission.
- 8.6 Analyze the different methods of transmitting electronic media.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 8.1 Researches and lists the responsibilities of the NTSC (National Television Standards Committee).
- 8.2 Researches and lists the responsibilities of the ATVC (Advanced Television Committee).
- 8.3.A Compares global standards for reproduction of a color video signal.
- 8.3.B Compares bands for transmission globally.
- 8.4 Examines different formats and their uses in the electronic media industry.
- 8.5.A Compares analog and digital equipment.
- 8.5.B Analyzes equipment used to measure audio and video levels.
- 8.5.C Operates measuring equipment for production standards.
- 8.6.A Distinguishes between the methods of transmitting audio and video signals.
- 8.6.B Monitors and evaluates video and audio transmissions.

SAMPLE PERFORMANCE TASK

- Develop research on the responsibilities of the NTSC (National Television Standards Committee)
- Develop research on the responsibilities of the ATVC (Advanced Television Committee) and present to the class or professional organization.
- Measure audio using VU (Volume Units) meter and video signals using waveform monitors and vector scopes.
- Distinguish between audio and video technologies.

INTEGRATION LINKAGES

English, Speech, Communication, Drama, Research, Math, Social Studies, Photography, Electronics, Teamwork, Work Ethics, Critical Thinking Skills, Computer Skills, NTSC (National Television Standards Committee), ATVC (Advanced Television Committee), OSHA (Occupational Safety and Health Administration), SkillsUSA-VICA, *Professional Development Program* – SkillsUSA-VICA, SCANS (Secretary's Commission on Necessary Skills)

ELECTRONIC MEDIA MANAGEMENT AND OPERATIONS

Standard 9.0

Students will demonstrate ethics in the industry.

LEARNING EXPECTATIONS:

The student will:

- 9.1 Evaluate electronic media effects on society.
- 9.2 Demonstrate work ethics in completing activities related to audio and video production.
- 9.3 Demonstrate professional conduct around issues such as, but not limited to, copyright, use of material taken from the Internet, and privacy.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 9.1.A Analyzes the effect of television on the fall of the Russian Empire.
- 9.1.B Researches the effects of electronic media on society.
- 9.1.C Inspects the concept of bias, social responsibility, and personal integrity.
- 9.2.A Demonstrates knowledge of the First Amendment and the responsibility of the press.
- 9.2.B Demonstrates knowledge of the definitions of “libel” and “slander.”
- 9.3 Demonstrates ethical behaviors in what is written, spoken, or presented.

SAMPLE PERFORMANCE TASK

- Create a documentary on the effects of electronic media on the fall of the Russian Empire.
- Develop research on the effects of electronic media on changes of ethics in society and present to the class or community or professional organization.
- View and evaluate current programming effects on society.
- Develop programming that exhibits moral and ethical behavior.
- Debate societal ethics and electronic media ethics for presentation effects.
- Create a video which combats negative and immoral behavior.
- Create public service announcements that create positive social behaviors and trends.

INTEGRATION LINKAGES

English, Speech, Communication, Drama, Research, Math, Social Studies, Photography, Electronics, Teamwork, Work Ethics, Critical Thinking Skills, Computer Skills, NTSC (National Television Standards Committee), ATVC (Advanced Television Committee), OSHA (Occupational Safety and Health Administration), SkillsUSA-VICA, *Professional Development Program* – SkillsUSA-VICA, SCANS (Secretary’s Commission on Necessary Skills)

ELECTRONIC MEDIA MANAGEMENT AND OPERATIONS

STANDARD 10.0

Students will analyze how electronic media are applied through a specific work-based learning experience.

LEARNING EXPECTATIONS:

The student will:

- 10.1 Participate in a work-based learning environment.
- 10.2 Produce a plan to integrate time management principles an on-air production.
- 10.3 Integrate personal and industry ethical principles into the work-based learning environment.
- 10.4 Adjust principles of safety to the work-based environment.

PERFORMANCE STANDARDS: EVIDENCE STANDARDS ARE MET

The student:

- 10.1 Demonstrates leadership and management skills through exhibiting characteristics of integrity and pride in work.
- 10.2 Evaluates workplace situations; applies problem-solving and decision-making skills to develop a production chart for an on-air production.
- 10.3.A Analyzes the opportunity and advantages of working in a commercial station through work-based learning.
- 10.3.B Examines employment site and apply personal values to work situations.
- 10.4.A Critiques the work-based learning environment for safety violations.
- 10.4.B Applies safety rules and regulations to work.

SAMPLE PERFORMANCE TASKS

- Evaluate work-based learning environment and identify possible ramifications of the individual's behavior for the organization, other employees, and the employee him/herself.
- Prepare a work schedule that will incorporate time management and organization skills to on the job training.
- Using an employee review document, teams will discuss the possible job behavior that might have resulted in positive or negative results for an on-air production.
- Explain how performance evaluations relate to salary and promotions.
- Conduct a safety inspection and calculate how violations may affect production costs.

INTEGRATION LINKAGES

English, Speech, Communication, Drama, Research, Math, Social Studies, Photography, Electronics, Teamwork, Work Ethics, Critical Thinking Skills, Computer Skills, NTSC (National Television Standards Committee), ATVC (Advanced Television Committee), OSHA (Occupational Safety and Health Administration), SkillsUSA-VICA, *Professional Development Program* – SkillsUSA-VICA, SCANS (Secretary's Commission on Necessary Skills), United States Department of Labor, Tennessee Workforce Development